

**SUMTER COUNTY
TOURIST DEVELOPMENT COUNCIL**

Tourism Grant Guidelines

C/O Sumter County Board of County Commissioners
Financial Services Department
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MEMBERS OF THE TOURIST DEVELOPMENT COUNCIL

Member Name	Sector	Term
Chairman Doug Gilpin	Sumter County Board of County Commissioners	11/01/2010 – 10/31/2014
Geoff Goetz	RV/Motel Owner	11/01/2008 – 10/31/2012
Brett Hage	Tourist Industry	11/01/2010 - 10/31/2014
Bob Hunt	RV/Motel Owner	11/01/2010 – 10/31/2014
Warren Maddox	At Large	11/1/2010 – 10/31/2014
Dan McCormic	Tourist Industry	11/01/2010 – 10/31/2014
Robby Strickland	At Large	11/01/2008 – 10/31/2012
Doug Tharp	Tourist Industry	11/01/2008 – 10/31/2012
Vacant	RV/Motel Owner	11/01/2008 – 10/31/2012

TOURIST DEVELOPMENT TAX

OBJECTIVE

The Sumter County Tourist Development Council endeavors to support local organizations in their effort to develop and promote an event by making available special grant funding, provided that the organization has met the requirements of the Application and Reimbursement process.

LEGISLATIVE AUTHORITY / TDC HISTORY

The Florida State Legislature enacted the Local Option Tourist Development Act (Section 125.0104, Florida Statutes) in response to the growing need of Florida counties to provide additional revenue sources for tourist development in an *effort* to stimulate the local economy. In response to this need, the voters of Sumter County approved in 2005, a two (2%) percent Tourist Development Tax on transient rental accommodations. A Tourist Development Council (hereinafter referred to as "TDC") was created as an advisory Council to the Sumter County Board of County Commissioners (hereinafter referred to as "BOCC") for the purpose of making recommendations, based on statutory guidelines, for the use of the revenue generated by the Tourist Development Tax.

REVENUES

Tourist Development Tax revenues are generated by overnight guests staying in Sumter County RV parks/campgrounds, hotels, motels and condominiums. As a rule, any short term lodging of six months or less is subject to the two percent tax in addition to Sumter County's sales tax. Collections are received through the Florida Department of Revenue and returned to the County on a monthly basis for the County's use. Sumter County records this revenue in a separate Tourist Development Tax fund.

USE OF REVENUES

Florida law outlines the proper use of these tax funds. Funds will be allocated as follows:

40% of the annual budget for the following combined categories

PROMOTIONAL ACTIVITIES – Development of projects that benefit and enhance the tourism industry within Sumter County (i.e. - development of wayfinding signage or tourism website maintenance).

ADVERTISING - Placement of advertisements and co-op advertising at intra-state, state or county level in magazines, newspapers, radio, etc. Development and placement of printed publications, brochures, rack cards, web sites, kiosk systems, tourism trade shows, billboards and any type of advertising opportunities for Sumter County (i.e. - ads directed at specific tourism industry or for general tourism promotion).

SINGLE EVENTS – Sponsorship of events to attract tourism to Sumter County (i.e. - fishing or sporting tournaments that may change geographical location each year).

REOCCURRING EVENTS – Annual events that have been determined to net reoccurring tourism that will most likely draw visitors from out of county who will stay overnight in local hotels, and/or RV parks (i.e. - festivals, County Fair and Dade Battlefield Reenactment).

60% of the annual budget for the following category

CAPITAL IMPROVEMENTS - Projects within the county to establish new or refurbish existing facilities for recreational activities, cultural events and performances within Sumter County.

Please read this document carefully. Incomplete or incorrect applications will be returned. Applicants are required to direct all questions regarding their request for funding to the BOCC Financial Services Department, c/o the Sumter County Board of County Commissioners at phone number (352) 689-4435.

**SUMTER COUNTY TOURIST DEVELOPMENT COUNCIL
TOURIST DEVELOPMENT FUND GRANT REQUEST**

- **PURPOSE** - The Sumter County TDC was established to act as an advisory Council to the BOCC for the promotion of tourism in Sumter County. As such, the TDC allocates a portion of the Tourist Development Tax revenue for grants to support events that further the purposes of the TDC by promoting tourism. This document sets forth the guidelines and categories for grant requests from Tourist Development Tax funds. Grant applications will be accepted from organizations that will sponsor and promote tourism activities within Sumter County, bring substantial numbers of tourists/visitors to the County and promote overnight bed stays within the County. Tourism Development funds must be matched with other funding sources and must not be the sole source of income.
- Representatives from organizations submitting an application for grant funds will be invited to make a personal presentation at the July Sumter County TDC meeting as scheduled on Page 5.
- If recommended for funding, the Organization Official indicated on the grant application will be notified. The Organization Official will be required to sign an "Acceptance of Funding" form (Exhibit E), assuring the TDC that they understand the advertising requirements and the reimbursement process. If the "Acceptance for Funding" form is not signed and followed, reimbursement will not be authorized.
- Upon grant funding approval by the BOCC, a Purchase Order will be issued. Grant expenditures cannot be made until the Purchase Order is approved by the BOCC. Upon approval, the Financial Services Department will email the applicant a copy of the approved Purchase Order.
- It is the responsibility of the Applicant, if approved, to make sure any reimbursement requests are submitted to the BOCC Financial Services Department within forty-five (45) days after the approved event. All supporting and required documentation shall accompany the reimbursement request; otherwise, it will be deemed ineligible for reimbursement.

**Sumter County
Tourist Development Council
Submittal and Meeting Schedule
Fiscal Year 2011-2012**

TDC Meeting Dates	Time	Location*
October 6, 2011	4:00 p.m.	7375 Powell Road, Room 102, Wildwood, FL 34785
January 5, 2012	4:00 p.m.	7375 Powell Road, Room 102, Wildwood, FL 34785
April 5, 2012	4:00 p.m.	7375 Powell Road, Room 102, Wildwood, FL 34785
July 5, 2012	4:00 p.m.	7375 Powell Road, Room 102, Wildwood, FL 34785

*Some GPS devices have not updated their software to reflect the Powell Road name. The former name of the road was CR 139.

Meeting dates, times and locations are subject to change and will be noticed in accordance with Florida Statutes.

Application Deadline

- **Completed applications must be received no later than 4:00 pm** Eastern Standard Time (EST) on **June 1, 2012 for events scheduled between October 1, 2012 and September 30, 2013.** Applications may be mailed or brought in person to the Sumter County Board of County Commissioners' office located at The Villages Sumter County Service Center, 7375 Powell Road, Second Floor, Suite 206, Wildwood, FL 34785.
- **Due to budget constraints, applications failing to meet the deadline will not be considered** and will be returned to the sponsoring organization. Applicants missing the deadline may reapply the following year.
- All application submittals will be reviewed by the BOCC Financial Services Department to determine if the application package is complete, basic eligibility has been met, and applicant conforms to requirements as listed in Section 125.0104, Florida Statutes.
- Application packets should contain one (1) signed/stamped original, thirteen (13) copies, and one (1) electronic copy (i.e. CD, flash drive, etc.), for a **total of 15** items.

DEADLINES ARE STRICTLY ADHERED TO. THE OFFICIAL TIME WILL BE THE US NAVAL OBSERVATORY MASTER CLOCK TIME <http://tycho.usno.navy.mil/simpletime.html>. A DATED POSTMARK WILL NOT BE ACCEPTED AS ACTUAL RECEIPT.

At the July TDC meeting, the TDC will evaluate each application to determine what economic value, if any, the event provides to Sumter County. Only requests having **a substantial economic impact** on the County by promoting tourism will receive further consideration.

The BOCC, at its discretion, may approve or reject any application regardless of recommendations by the TDC.

Oral Presentations

- Presentations by applicants may be given at the July TDC meeting followed by a question and answer period. As the TDC may have questions of the applicant, it is advised an organization representative be available during the meeting.

NOTE: All materials/documentation submitted with the grant application will become a matter of public record, open to inspection by any citizen of the State of Florida subject to Chapter 119, Florida Statutes.

FINANCIAL GUIDELINES

A Tourist Development Tax grant for up to 50% of the budgeted event cost, not to exceed the maximum dollar amount allocated to a specific category in the 5Yr Funding Plan (Exhibit E), may be recommended by the TDC and approved by the BOCC. Note: In categories containing multiple events, dollars will be awarded based upon requested grant amount as a percentage of all grant requests in the category.

Applicants must provide a 50% match of the budgeted event cost. The match may be a cash match, or combination 25% cash and 25% in-kind match. Examples of in-kind match are: donated goods and services, facilities, etc.

Grant funds will be dispersed only after the grant agreement has been fully executed by all parties. The recipient of the grant is to return the signed contract to the BOCC Financial Services Department within 45 calendar days of the BOCC approval. Failure to do so within this time period will serve as a withdrawal from the funding process. Award notifications will be made to the Organization Official via the email contact address provided in the application. The proposed notification date will be the next business day following the BOCC giving final approval to fund the event.

Any exceptions to the contract language must be submitted with the application. The BOCC is under no obligation to honor requests for exceptions and may reject a grant and not provide funding if the exception is not, in the sole opinion of the County, in its best interests.

Grant funds must be expended only on items allowed under Florida Statutes 125.0104 and in the grant fund application. Changes prior to the date of the event, such as date or location will require a written recommendation from the TDC Chairman and may require approval by the BOCC and amendment to the grant agreement as well. Changes to the budget after the grant agreement has been executed will require authorization by the BOCC.

Any payment made that is later determined not to be an authorized expenditure or not to be properly matched during the performance of the grant agreement shall be due and returned to the County.

NOTE: Tourist Development funds may not be used for activities that reimburse the organization for expenditures incurred prior to the notification of approval of the grant request by the BOCC. All applicants should wait until final approval by the BOCC and notification by the BOCC Financial Services Department that their grant was approved.

- Request For Funds (Exhibit D) that are submitted to the BOCC Financial Services Department will usually be available to the applicant by the Friday of the following week after 3:00 p.m. For example: funding reimbursement requests submitted to Finance Monday, January 2nd will normally be available Friday, January 13th.

NOTE: Dates are not actual and are for illustrative purposes only.

- Processing delays may occur, due to circumstances that may be beyond staffs control and checks may not be available until the following Friday. Grant recipients, if picking up a check, should call ahead to verify the check is ready. Neither the TDC nor the BOCC is responsible for expenditures incurred prior to the applicant organization's funding approval or availability of funds.
- **PAYMENT WILL ONLY BE MADE TO THE ORGANIZATION RECEIVING THE GRANT. NO PAYMENTS WILL BE MADE DIRECTLY TO VENDORS OR INDIVIDUALS.**

EVENT MONITORING

The BOCC may designate staff as necessary to attend any and all events to ensure compliance with grant requirements. Any member of the TDC may also monitor events or activities.

All grant recipients are required to maintain complete and accurate accounting and project records for the event.

All funds granted shall be subject to audit by the BOCC Financial Services Department. All documentation submitted to the County shall become public record and governed as such by Chapter 119, Florida Statutes.

All organizations must accomplish what was presented and set forth in the grant agreement. If for any reason the requirements of the grant agreement have not been met, the County has the right to withhold any payment and/or terminate this grant agreement.

ADVERTISING GUIDELINES

All promotional and advertising materials must be reviewed by BOCC staff prior to publishing and advertisement.

- 1) Grantee Website
 - a) Your organization's event website must provide a link to the Sumter County website at: www.sumtercountyfl.gov.
 - b) Sites not containing link to County's website will be deemed as not meeting these requirements and will not be eligible for reimbursement.
- 2) Printed
 - a) All grantees must show on printed materials: the Sumter County logo plus, "This event has been funded in part by a Tourist Development Tax Grant from the Sumter County Board of County Commissioners in conjunction with the Sumter County Tourist Development Council."
 - b) Advertisements not meeting these requirements will not be eligible for reimbursement.
- 3) Audio
 - a) All audio advertising must include verbal "This event has been funded in part by a Tourist Development Tax Grant from the Sumter County Board of County Commissioners in conjunction with the Sumter County Tourist Development Council. For more information on Sumter County, visit www.sumtercountyfl.gov."
 - b) Audio Advertising not meeting these requirements will not be eligible for reimbursement.
- 4) Video
 - a) All video advertising must display video credit with the Sumter County logo plus, "This event has been funded in part by a Tourist Development Tax Grant from the Sumter County Board of County Commissioners in conjunction with the Sumter County Tourist Development Council." For more information on Sumter County, visit www.sumtercountyfl.gov.
 - b) Video Advertising not meeting these requirements will not be eligible for reimbursement.

All promotional and advertising materials must be provided as additional information to the Financial Services Department in the form of a printed script / proof of publication notice, audio clip and / or video clip and / or on a CD.

FUNDING ELIGIBILITY

To be eligible for funding consideration, organizations must meet the following:

- 1) ALL EVENTS, PERFORMANCES OR PROGRAMS RECOMMENDED BY THE TDC MUST BE OPEN AND ACCESSIBLE TO THE GENERAL PUBLIC**
Events, performances or programs must be promoted to the public and cannot be unreasonably restrictive through admittance fees, public access or crowd capacity, which limits participation by visitors. One of the main purposes of the event must be to attract overnight visitors to Sumter County.
- 2) THE EVENT BENEFITS SUMTER COUNTY**
Events, performances or programs must take place in Sumter County. If these events, performances or programs are to be used for fund raising purposes, profits must go exclusively to programs that benefit Sumter County residents or charities.
- 3) ORGANIZATION MUST BE A NOT-FOR-PROFIT ORGANIZATION QUALIFIED TO DO BUSINESS IN FLORIDA**
 - a) Your organization must be legally incorporated in Florida.
 - b) Your organization must be recognized as a tax-exempt organization by the IRS under the Internal Revenue Code, Section 501c, and subsections 3, 4, 5, 6 or 7.
 - c) A copy of the most recent IRS determination letter must be provided to confirm your organization's federal tax-exempt status.
 - d) In addition to having the IRS not-for-profit status, organizations that are not Florida Corporations must qualify with the Florida Department of State to do business in Florida.
 - e) All organizations must have a bank checking account.
- 4) PUBLIC SCHOOLS OR OTHER GOVERNMENT ORGANIZATION ARE ALSO ELIGIBLE**
 - a) Public schools or other municipal/county government organizations within Sumter County.

There are no guarantees that all applicants will be awarded funding. Even though a project may qualify, limited funds may not allow all projects to receive assistance. All decisions regarding the award of grant funds are at the sole discretion of the BOCC, following recommendations of the TDC.

GUIDELINES FOR USE OF TOURIST DEVELOPMENT FUNDS

GUIDELINES FOR FUNDING:

- 1) Support new or ongoing projects which meet criteria as outlined herein.
- 2) To the maximum extent possible, funds set aside for grants shall be made available for activities that promote tourism throughout the entire County and result in overnight stays, where feasible.

ELIGIBLE USE OF FUNDS:

The following are examples of how tourist development funds may be used to promote tourism in the County:

- 1) Advertisement and promotion for convention centers, sports stadiums, coliseums, auditoriums, or museums, including television, radio, newspapers, magazines, multi-media, billboards and signage (must be published primarily outside Sumter County).
- 2) Construction, extension, enlargement, remodeling, repair and/or improvements for convention centers, sports stadiums, coliseums, auditoriums, or museums
- 3) Maintenance and operating expenses for convention centers, sports stadiums, coliseums, auditoriums, or museums
- 4) Any other appropriate expense allowable under Section 125.0104, Florida Statutes
- 5) Promotional expenses in conjunction with an event to increase the awareness of Sumter County outside this area. All printed promotional or related material must contain the following " **This event has been funded in part by a Tourist Development Tax Grant from the Sumter County Board of County Commissioners in conjunction with the Sumter County Tourist Development Council.**"
- 6) Out-of-county advertising and publicity of an event to increase participation, attendance and awareness. All printed promotional or related material must contain the following: "**This event has been funded in part by a Tourist Development Tax Grant from the Sumter County Board of County Commissioners in conjunction with the Sumter County Tourist Development Council.**"

INELIGIBLE USES

Tourist Development Tax revenues may not be used for any ineligible purpose unless a legislative determination is made that the use of the funds will lead to the implementation of a tourism promotional product. The following are examples of how tourist development funds may not be used:

- 1) Annual operating expenditures not directly related to the project or event.
- 2) Legal, medical, engineering, accounting, auditing, planning feasibility studies or other consulting services.
- 3) Salaries or supplements to salaries for existing or future staff, or employment of personnel not directly related to the project or event.
- 4) Real property or capital improvements to privately owned facilities.
- 5) Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art.
- 6) Interest reduction of deficits or loans.
- 7) Expenses incurred or obligated prior to or after the grant project period.
- 8) Prize money, scholarships, awards, plaques, T-shirts, uniforms or certificates.
- 9) Travel not associated directly with project.
- 10) Projects which are restricted to private or exclusive participation.
- 11) Private entertainment, food and beverages.
- 12) Expenses to fund other events not recommended by the TDC or approved by the Sumter County BOCC.

FUNDING AWARD LEVELS

The goal of the TDC is to endorse and recommend quality events and projects that will ultimately increase tourism within Sumter County. To achieve that goal, grant applications received will be evaluated based on the impact that the event or project may have on tourism.

Events producing Room Nights within Sumter County will receive a higher ranking (i.e. local hotel, RV park, etc.). Events that do not produce Room Nights are still eligible for grant funds and will be scored according to the event's applicable Impact Ranking category as determined by the TDC.

Category	Impact Ranking	Estimated Number of Room Nights Produced	Maximum Grant Amount
5	Maximum Impact	Over 100	Discretion of TDC and BOCC
4	Significant Impact	76-100	\$10,000
3	Average Impact	51-75	\$7,500
2	Marginal Impact	25-50	\$2,500
1	No Apparent Impact	Less than 25	\$1,000

Instructions for Determining Eligible Grant Amount

1. This table is used in conjunction with the Scoring Forms for Allocation of Grant Funds on pages 11 and 12 to determine the level of funding within each category.
2. Determine the Estimated Number of Room Nights produced from the third column.
3. Once the Estimated Number of Room Nights produced is known, the fourth column will provide the range of funding for which the organization is eligible.
4. The Financial Services Department will review the application and complete the scoring form based on the impact the event will have on the community. Based on the total score, a recommendation will be made to the TDC as to the percentage of the eligible grant amount allowed under that category. The TDC has final discretion as to its recommendation to the BOCC.
5. For example, if an organization estimates 90 Room Nights, the maximum eligible grant funding is \$10,000. If the total score falls within the 21 < 30 point range (from page 11 or 12), the TDC may recommend this award up to 75% of the Maximum Grant Amount reflected in fourth column of the Funding Award Level table displayed above.
6. If room nights cannot be generated or determined, the TDC may recommend that the BOCC fund the organization based on its impact on the economy of Sumter County using the Evaluation Criteria on page 13 of this document.

**SCORING FORM FOR ALLOCATION OF
REOCCURRING EVENT GRANT FUNDS**

- _____ 1. Has this event been designated for allocation in Exhibit E?
YES, Name of Organization: _____ go to #3 and continue scoring
NO, go to #2.
- _____ 2. Has an event representative designated specific funds for allocation to an event at the same location?
YES, Name of Organization: _____ continue scoring
NO, funding is currently not available for additional project.
- _____ 3. Does the event occur during low occupancy months April through October? *1 point max*
- _____ 4. Estimated amount of Tourist Development Tax to be generated by event? (Refer to the figure generated for question Letter J of the application).
 $0 - \$200 = 10 \text{ points}$ $\$201 - \$400 = 15 \text{ points}$
 $\$401 - \$600 = 20 \text{ points}$ $\$601 - \$800 = 25 \text{ points}$
 $\$801 - \$1,000 = 30 \text{ points}$ $\$1,001 \text{ and above} = 35 \text{ points}$
- _____ 5. Does the event schedule include a formalized breakfast, lunch, or dinner at a local restaurant or catered by local business? (Refer to item T of the application) *1 point max*
- _____ 6. Does the event schedule include attendance at any of the following: local concert; local nature based activity, historical site/setting, as indicated in itinerary or schedule? (Refer to item U of the application) *2 points max*
- _____ 7. Email announcing the event sent to potential attendees (Refer to item U of the application).
TDCadmin@sumtercountyfl.gov must be copied for verification.
 $0 \text{ attendees} = 0 \text{ points}$ $1-25 \text{ attendees} = 1 \text{ point}$ $26-50 \text{ attendees} = 2 \text{ points}$
 $51-100 \text{ attendees} = 3 \text{ points}$ $\text{Over } 100 \text{ attendees} = 4 \text{ points}$
- _____ 8. Is visiting a Sumter County attraction (Refer to item U of the application) included on event agenda?
1 point max
- _____ 9. Are local vendors used for advertising, promotions, printing or other goods and services necessary for the event? (Refer to item V of the application) *1 point max*
- _____ 10. Is the event properly located with emphasis on adequate infrastructure? (parking, restroom facilities, trash bins, etc.) *1 point max*
- _____ 11. Event incorporates environmental/social enhancements? *2 points max*
- _____ 12. Is this a certified small minority business? (Refer to item X of the application) *2 points max*
- _____ 13. Evaluator's determination as to the benefit of the proposed event: On a scale of 0 to 5 with five (5) providing the most benefit to Sumter County and zero (0) being no benefit to Sumter County, rate the benefit of the proposed event to Sumter County.
- _____ 14. If the event is profitable, will organization return all or a portion of the profits to the BOCC for use on future tourism projects? (Refer to item Z of the application) *2 points max*

Total Points Awarded

Percentage of eligible grant amount:	31 or more points = 100%	21 < 30 points = 75%
	11 < 20 points = 50%	< 10 points = 0%

If any of the ranking criteria are stated in application, failure to follow through will result in 10% reduction of award.

SCORING FORM FOR ALLOCATION OF SINGLE EVENT GRANT FUNDS

- _____ 1. Does this event encompass a district/regional tournament for fishing or sports?
YES, continue scoring
NO, funding is currently not available for additional projects.
- _____ 2. Does the event occur during low occupancy months April through October? *1 point max*
- _____ 3. Estimated amount of Tourist Development Tax to be generated by event (Refer to the figure generated for question Letter J of the application).
0 - \$200 = 10 points \$201 - \$400 = 15 points
\$401 - \$600 = 20 points \$601 - \$800 = 25 points
\$801 - \$1,000 = 30 points \$1,001 and above = 35 points
- _____ 4. Does the event schedule include a formalized breakfast, lunch, or dinner at a local restaurant or catered by local business? (Refer to item T of the application) *1 point max*
- _____ 5. Does the event schedule include attendance at any of the following: local concert; local nature based activity, historical site/setting, as indicated in itinerary or schedule? (Refer to item U of the application) *2 points max*
- _____ 6. Email announcing the event sent to potential attendees (Refer to item U of the application).
TDCadmin@sumtercountyfl.gov must be copied for verification.
0 attendees = 0 points 1-25 attendees = 1 point 26-50 attendees = 2 points
51-100 attendees = 3 points Over 100 attendees = 4 points
- _____ 7. Is visiting a Sumter County attraction (Refer to item U of the application) included on event agenda?
1 point max
- _____ 8. Are local vendors used for advertising, promotions, printing or other goods and services necessary for the event? (Refer to item V of the application) *1 point max*
- _____ 9. Is the event properly located with emphasis on adequate infrastructure? (parking, restroom facilities, trash bins, etc.) *1 point max*
- _____ 10. Event incorporates environmental /social enhancements? *2 points max*
- _____ 11. Is this a certified small minority business? (Refer to item X of the application) *2 points max*
- _____ 12. Evaluator's determination as to the benefit of the proposed event: On a scale of 0 to 5 with five (5) providing the most benefit to Sumter County and zero (0) being no benefit to Sumter County, rate the benefit of the proposed event to Sumter County.
- _____ 13. If the event is profitable, will organization return all or a portion of the profits to the BOCC for use on future tourism projects? (Refer to item Z of the application) *2 points max*

Total Points Awarded

Percentage of eligible grant amount: 31 or more points = 100% 21 < 30 points = 75%
 11 < 20 points = 50% < 10 points = 0%

If any of the ranking criteria are stated in application, failure to follow through will result in 10% reduction of award.

EVALUATION CRITERIA

The following guidelines will apply.

The TDC will meet to review applications to determine if they meet the following criteria:

_____ **1) COMMITMENT TO THE EXPANSION OF TOURISM IN SUMTER COUNTY (50 points)**

Evidence that the project;

- a) Will be marketed to the fullest extent possible in an effective manner. (12.5 points max)
- b) Will offer cultural and entertainment events to county residents and tourists. (12.5 points max)
- c) Demonstrates a willingness of the organizers to work with the tourism industry. (12.5 points max)
- d) Will have an economic impact on the County and the community. This will be evaluated when determining the grant amount. (12.5 points max)

_____ **2) SOUNDNESS OF PROPOSED PROJECT (25 points)**

The extent to which the project:

- a) Has clearly identified objectives (5 points max)
- b) Has assigned responsibilities and accountability (5 points max)
- c) Has a realistic timetable for implementation (5 points max)
- d) Has additional funding sources available that will be utilized (5 points max)
- e) Will accomplish its stated objective (5 points max)

_____ **3) QUALITY AND UNIQUENESS OF PROPOSED PROJECT (15 points)**

Extent to which the activity provides a benefit to Sumter County, its tourists and residents which is of significant merit and that, without such assistance, would not take place in the County.

_____ **4) STABILITY AND MANAGEMENT CAPACITY (10 points)**

- a) Proven record or demonstrated capacity of the organization to develop resources, effectively plan, organize and implement the proposed project (2.5 points max)
- b) The organization has a successful history of service in and to Sumter County (2.5 points max)
- c) Ability of the organization to administer public grants of this type, and to prepare and deliver the necessary progress reports to the TDC (2.5 points max)
- d) If a previous applicant, have reporting requirements been submitted in a timely manner (2.5 points max)

_____ **Total**

The percentage of the requested amount that will be recommended is equal to the points earned (i.e. 75 points equals 75%).

REPORTING REQUIREMENTS

STATUS REPORTS

Event History Status Report: A preliminary event status report is due at the time of submission of the application indicating an overall status of the event and revenue generated to Sumter County to date. (Form Attached – Exhibit “A” Page 26)

Final Status Report: Within forty-five (45) days of the completion of the activity or event that promotes tourism within Sumter County, the grantee must summarize its efforts by providing the following information:

- A brief narration of the event.
- An evaluation of the economic impact the event had on Sumter County.
- Include local attractions that were visited as part of the event, and local restaurants or businesses utilized as part of the event.
- Photographs, if any, of the event.
- Flyers, newspaper ads, brochures or marketing efforts utilized to attract tourists. This may include a list of radio stations, magazines, etc.
- Final estimated number of event participants.
- Room Night Certification Form — the organization must make every effort to obtain the number of overnight stays from local hotels within the County that housed those attending the event. This means that for events requiring registration, the grantee should make available a list of County hotels and encourage overnight stays. For those events that do not require registration, information should be provided during the event to encourage an overnight stay. After the event, the grantee will be required to request the hotel to provide information regarding the number of individuals residing at the hotel as a result of the event. (Form Attached – Exhibit “B” – Page 27)
- Completed Summary and Detail Funds Request forms.
- A financial statement listing all of the revenues received and expenses paid in the course of the event.

NOTE: IF THE EVENT RESULTS IN NO OVERNIGHT STAYS, OR FEW OVERNIGHT STAYS, THE GRANTEE MUST DOCUMENT ITS EFFORTS TO PROMOTE OVERNIGHT STAYS AND TOURISM.

REIMBURSEMENT PROCEDURES

REIMBURSEMENT OF EXPENDITURES

The event must not begin until after grant is awarded and "Acceptance of Funds" form is signed and returned to the BOCC Financial Services Department.
(Form Attached – Exhibit “C” Page 28)

REIMBURSEMENT PROCEDURES

- A Request for Funds Form (Attached - Exhibit "D" Page 29) must be completed on a reimbursement basis only and made after proof of paid invoices are presented and submitted to the BOCC Financial Services Department for interim draws and for final payment. Reimbursement of funds must stay within the confines of the Project Expenses outlined in your application.
- Payment is on a reimbursement basis and proof of paid invoices, tear sheets of ads, copies of programs, schedule of the airing of audio and video advertisements, copy of canceled check (front and back), must be provided prior to payment of grant funds to the organization. Grantee is required to submit verification in writing that all subcontractors and vendors have been paid for work and materials previously performed or received prior to receipt of any further payments.
- The following will not be accepted for payments: statements in place of invoices; checks or invoices not dated; tear sheets without date or company name. A tear sheet is required for each ad for each day or month of publication. A proof of an advertisement will not be accepted.
- Grantees are encouraged to submit Requests for Reimbursement at least quarterly to avoid year-end deadlines.
- Organization representative must complete final report for submission to TDC and the BOCC. Final report and request for funds is due within forty-five (45) days of the close of the event.
- Organization is responsible to make sure reimbursement requests are submitted to the BOCC Financial Services Department within forty-five (45) days after end of event. Requests received after that date will not be reimbursed. This is your responsibility and no reminder notices will be sent from the BOCC or the TDC offices.

If project budget has specific categories with set dollar limits, the Grantee is required to include a spreadsheet to show which category each invoice is being paid from and total of category before payment can be made to Grantee. No advanced payment of expenses by the County is authorized.

If Tourist Development Tax funds become inadequate to fund all or part of a Tourist Development grant, the County reserves the right to reduce funding to a grantee accordingly.

GENERAL DEFINITIONS

- **ACCOMMODATORS** – Hotel, Motel, Bed and Breakfast, Campground, Resort, Vacation Rental, etc...
- **ADVERTISING:** The action of calling something to the attention of the public, especially by paid announcements.
- **BOCC** – Sumter County Board of County Commissioners.
- **BOCC FINANCIAL SERVICES DEPARTMENT** – Department within the BOCC that handles the administration of the Tourist Development Council.
- **EVENT** – The special event for which grant funds are being requested. This term may be used interchangeably with “project” in this document.
- **FUNDING CYCLE:** The funding cycle is October 1 through September 30.
- **GRANTEE** – Organization receiving the grant funds.
- **TDC** – Sumter County Tourist Development Council
- **TDC CHAIRPERSON** - Tourist Development Council Chairperson.
- **PROJECT** – Tourism project for which grant funds are being requested. This term may be used interchangeably with “event” in this document.
- **PROMOTION:** The furtherance of the acceptance of an event / project through advertising and publicity.
- **PUBLICITY:** The dissemination of information or promotional material; paid advertising.
- **TOURIST:** A person who participates in trade or recreation activities outside the County of his or her permanent residence or who rents or leases transient accommodations as described in Florida Statute 125.0104.

**SUMTER COUNTY TOURIST DEVELOPMENT COUNCIL
GRANT APPLICATION CHECKLIST FORM AND INSTRUCTIONS**

For consideration by the Sumter County Tourist Development Council, please make sure your application is filled out completely and accompanied by the following information. If any item is not applicable, indicate N/A over the checkbox.

- ☐ Completed Checklist (this form)
- ☐ Grant Application
- ☐ Articles of Incorporation (except government entities);
- ☐ Letter of non-profit tax-exempt status as well as completed IRS **Form 990** Return of Organization Exempt from Income Tax
- ☐ **IRS Form W-9 Request for Taxpayer Identification Number and Certification**
- ☐ TDC Final or Interim Report (for previous TDC grantees only);
- ☐ Written authorization on official organization letterhead for AUTHORIZED AGENT to act on behalf of Applicant;
- ☐ Organizational outline, including but not limited to names and addresses of each board member and corporate officer (except government entities);
- ☐ Sponsorship package;
- ☐ Complete project event budget; including quotes from vendor(s) as estimation of expenditures;
- ☐ Three support documents (letter of recommendation, programs, brochures, media articles, etc.);
- ☐ Capital Improvement Projects must include a draft diagram of the project and include any specifics that will assist the TDC and BOCC in the approval process. All Capital Improvement Projects must meet all zoning and permitting regulations including applicable architectural and engineering requirements.
- ☐ All written agreements involving media, hotels/motels and venue contracts/leases.

Application packets should follow above format with dividers or tabs between each section. When complete one (1) signed/stamped original, thirteen (13) copies, and one (1) electronic copy (i.e. CD, flash drive, etc.), for a **total of 15** items, must be submitted by 4:00 p.m. on the application submittal deadline date of **June 1st** to:

Sumter County Tourist Development Council
C/O Sumter County Board of County Commissioners
Financial Services Department
7375 Powell Road, Suite 206
Wildwood, FL 34785
Phone: (352) 689-4435
Fax: 352-689-4436

**SUMTER COUNTY
TOURIST DEVELOPMENT GRANT APPLICATION**

A. Event Name: _____

B. Sponsoring Organization: _____

Mailing Address: _____

E-mail address _____

C. Organization Official/Title (President, Director, etc.)

Signature _____

Title _____

Telephone (work) _____ (home/cell) _____

D. Who will be in charge of this event? _____

Phone (work) _____ (home/cell) _____

E-mail address _____

E. Who will be financially responsible for this event?

Name: _____

Title: _____

Phone (work) _____ (home/cell) _____

E-mail address _____

F. Describe the event: _____

G. Location of event: _____

H. Date and times of event: _____

I. Total room dollars expected to be generated this event:

Total Rooms ____ X the number of nights ____ X the average room rate \$ _____
= Total Dollars \$ _____.

J. Amount of Tourist Development Tax generated by this event:

Total Dollars from I. above \$ _____ X .02 = \$ _____.

K. Estimate of the total economic impact of the event on the County:

L. How many years has this event existed? _____

M. Has the event received Tourist Development Tax funds in the past?

Yes _____ No _____

If yes, what year(s) _____ and amount(s) _____.

N. Is this the first time this event has been held in Sumter County, Florida?

Yes _____

No _____ if no, when was the last time it was held in Sumter County? _____.

O. Describe previous experience of applicant in events similar to this event.

P. For recurring events, please provide the following past two years information regarding this event:

	Year 1	Year 2
Month/Year	_____	_____
City	_____	_____
Lodging Facility	_____	_____
Verifiable Room Nights	_____	_____

Note: Attach clippings or copies of newspaper, magazine, or professional periodicals showing coverage of event(s), which may be beneficial to the TDC in making its recommendation. Also give a description of television, radio, or other coverage received.

Q. Estimated number of attendees staying overnight for proposed event _____.

R. Have you reserved rooms at a lodging facility?

Yes _____ No _____

If yes, Name of Facility _____

Number of rooms reserved _____

Lodging Facility room rate \$_____

S. Who will be in charge of the Lodging Facility arrangements? _____

How will this be handled? For example: A. Block of rooms held and rooms are assigned by the host organization; B. Individuals will make their own arrangements; C. Other.

Explain_____

T. Does the event itinerary include formalized breakfast, lunch or dinner in local restaurants or catering by local business for event? Explain and include documentation.

U. Are any local attractions being included in the itinerary for this event such as: (Attach documentation supporting this information. An email blast to attendees highlighting local attractions will be acceptable. (TDCadmin@sumtercountyfl.gov must be copied on email to verify.) Attendance at one of the below must be included in agenda of the proposed event to be eligible. Failure to place added attractions in the event agenda may result in reduced award.)

_____ Attend a local play, concert, or dance performance

_____ Visit a local nature based activity (i.e. Dade Battlefield Nature Trails, etc.)

_____ Visit local historical settings (i.e. Federal Cemetery, Dade Battlefield, Etc.)

_____ Other_____

V. Are local businesses being used during the production of this event (i.e. printing, catering, etc.)? Explain:

W. Does this event incorporate activities that add to the environment such as landscaping (plant trees, shrubs, flowers, or liter pickup, etc.) or any other socially charitable contribution (table arrangements to local hospitals or care centers, financial donation to local charitable organization, etc.)? This item must be included on the agenda to be accepted.

Explain:

X. Is the sponsoring organization a certified small minority business within its state of jurisdiction? If so indicate the state in which it is certified and include either the website to verify the certification or a copy of the certification.

No _____ Yes _____ State of Certification _____

Y. How did you learn about the Sumter County Tourist Development Tax Grant Program?

_____ Newspaper (which newspaper? _____)

_____ Magazine (which magazine? _____)

_____ Word of mouth

_____ Former grant applicant

_____ Other _____

Describe the marketing Plan for event. Include Promotional/Advertising plans for both in and out of County (use additional sheets).

Z. If your event is profitable; would you be willing to return all or a portion of the grant to the Sumter County BOCC? Please explain your answer.

ORGANIZATIONS MUST HAVE MATCHING FUNDS

Please check the appropriate match:

50% Tourist Development / 50% cash match _____

50% Tourist Development / 25% cash match / 25% in-kind match _____

If in-kind matching is used, specify type: _____

EVENT/PROJECT BUDGET OUTLINE

EVENT/PROJECT NAME _____

	Previous Year's Revenue & Expenses	Current Projected Revenues & Expenses
<u>LIST ALL REVENUE</u>		
Admissions	_____	_____
Concessions	_____	_____
Sponsorships	_____	_____
Booth Space	_____	_____
Advertising Revenue	_____	_____
Sale of Promotional Items	_____	_____
TDC Grant	_____	_____
Other: _____	_____	_____
Total Revenue	\$ _____	\$ _____
<u>LIST ALL EXPENSES</u>		
Administrative	_____	_____
Advertising/Promotions	_____	_____
Printing	_____	_____
Promotional Items	_____	_____
Concessions	_____	_____
Awards	_____	_____
Travel	_____	_____
Talent	_____	_____
Other: _____	_____	_____
Total Expenses	\$ _____	\$ _____
NET PROFIT/LOSS	\$ _____	\$ _____

PLEASE INCLUDE THE OVERALL EVENT BUDGET. UPON THE AWARD OF TOURIST DEVELOPMENT TAX GRANT FUNDS, A BREAKDOWN OF THE BUDGET BETWEEN TOURIST DEVELOPMENT FUNDS, CASH, AND IN-KIND EXPENDITURES WILL BE REQUIRED. A REVISED BUDGET WILL BE DUE NO LATER THAN TWO WEEKS PRIOR TO START DATE OF THE EVENT. BELOW IS AN EXAMPLE OF THE BREAKDOWN THAT WILL BE REQUIRED

EVENT BUDGET SUMMARY

Funding Sources other than requested from Tourist Development Tax Grant Program

Source:	Amount
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
Total of other funding sources	=====

Please place a budget amount in each applicable box. In blank spaces provided, please add in any items that will be included in complete budget.

Organization: _____

Event: _____

Event Dates: _____

Official Signature: _____

	TOURIST DEVELOPMENT FUNDS	CASH	IN-KIND	TOTAL
PRINTING				
POSTAGE				
MEDIA/ADVERTISING/PROMOTION				
LOCAL TRANSPORTATION				
TRAVEL EXPENSES				
REGISTRATION				
RENTAL OF FACILITY				
List any other expenses below				
TOTAL				

APPLICATION CERTIFICATION

I have reviewed the TOURIST DEVELOPMENT TAX GRANT APPLICATION from the Sumter County Tourist Development Council. I am in full agreement with the information contained in this application and its attachments as accurate and complete. I further acknowledge my understanding that the TDC/BOCC in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the event for which the grant is awarded. The TDC/BOCC, unless otherwise specifically stated, is only a financial contributor to the event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such event. All third parties are hereby put on notice that the TDC/BOCC will not be responsible for payment of any costs or debts for the event that are not paid by the grant application.

Authorized Agent

Title

Date

Authorized Agent Signature

**Request for Taxpayer
Identification Number and Certification**

Give form to the
requester. Do not
send to the IRS.

Please print or type

Name (See **Specific Instructions** on page 2.)

Business name, if different from above. (See **Specific Instructions** on page 2.)

Check appropriate box: ☐ Individual/Sole proprietor ☐ Corporation ☐ Partnership ☐ Other ▶

Address (number, street, and apt. or suite no.)

Requester's name and address (optional)

City, state, and ZIP code

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the **Part I instructions on page 2**. For other entities, it is your employer identification number (EIN). If you do not have a number, see **How to get a TIN on page 2**.

Note: If the account is in more than one name, see the chart on page 2 for guidelines on whose number to enter.

Social security number

| | | | | | | |

or

Employer identification number

| | | | | | | |

List account number(s) here (optional)

Part II For U.S. Payees Exempt From Backup Withholding (See the instructions on page 2.)

Part III Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. person (including a U.S. resident alien).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. (See the instructions on page 2.)

Sign
Here

Signature of
U.S. person ▶

Date ▶

Purpose of Form

A person who is required to file an information return with the IRS must get your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to give your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee.

If you are a foreign person, use the appropriate Form W-8. See Pub. 515, Withholding of Tax on Nonresident Aliens and Foreign Corporations.

Note: If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

What is backup withholding? Persons making certain payments to you must withhold and pay to the IRS 31% of such payments under certain conditions. This is called "backup withholding." Payments that may be subject to backup withholding include interest, dividends, broker and barter exchange transactions, rents, royalties, nonemployee pay, and certain payments from fishing boat operators. Real estate transactions are not subject to backup withholding.

If you give the requester your correct TIN, make the proper certifications, and report all your taxable interest and dividends on your tax return, payments you receive will not be subject to backup withholding. **Payments you receive will be subject to backup withholding if:**

1. You do not furnish your TIN to the requester, or
2. You do not certify your TIN when required (see the Part III instructions on page 2 for details), or
3. The IRS tells the requester that you furnished an incorrect TIN, or
4. The IRS tells you that you are subject to backup withholding because you did not report all your interest and dividends on your tax return (for reportable interest and dividends only), or

5. You do not certify to the requester that you are not subject to backup withholding under 4 above (for reportable interest and dividend accounts opened after 1983 only).

Certain payees and payments are exempt from backup withholding. See the Part II instructions and the separate **Instructions for the Requester of Form W-9**.

Penalties

Failure to furnish TIN. If you fail to furnish your correct TIN to a requester, you are subject to a penalty of \$50 for each such failure unless your failure is due to reasonable cause and not to willful neglect.

Civil penalty for false information with respect to withholding. If you make a false statement with no reasonable basis that results in no backup withholding, you are subject to a \$500 penalty.

Criminal penalty for falsifying information. Willfully falsifying certifications or affirmations may subject you to criminal penalties including fines and/or imprisonment.

Misuse of TINs. If the requester discloses or uses TINs in violation of Federal law, the requester may be subject to civil and criminal penalties.

EXHIBIT A

EVENT HISTORY STATUS REPORT

Event Name: _____

Organization: _____

.....

Date: _____

Overall Status:

Tourist Development Awarded Amount: _____

Revenue Amount Generated to Sumter County: _____

.....

Date: _____

Overall Status:

Tourist Development Awarded Amount: _____

Revenue Amount Generated to Sumter County: _____

.....

Date: _____

Overall Status:

Tourist Development Awarded Amount: _____

Revenue Amount Generated to Sumter County: _____

.....

Please list the years from most recent to least recent. Ex.: 2010 first section, 2009 second section, etc.

EXHIBIT B

ROOM NIGHT CERTIFICATION

TO: Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Sumter County for this event. Your internal correspondence or documentation on this Room Night Certification Form is critical for the event's receipt of grant funds.

Hotel/Location: _____

	TRACKED ROOM NIGHTS
ORGANIZATION NAME:	
EVENT NAME:	
DATE(S) OF EVENT:	
PAID ROOM NIGHTS:	

Please provide any comments:

Hotel Representative

Signature: _____

I certify the organization/event listed above utilized the reported Room Nights.

Print Name: _____ Title: _____

Telephone Number: _____ Email: _____

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Financial Services Department at (352) 689-4435.

EXHIBIT C

ACCEPTANCE OF FUNDS

EVENT: _____

ORGANIZATION: _____

ADDRESS: _____

CONTACT PERSON: _____

PHONE NUMBER: _____

EMAIL: _____

ORIGINAL REQUEST AMOUNT FROM ORGANIZATION:

RECOMMENDED AMOUNT FROM TOURIST DEVELOPMENT COMMITTEE:

APPROVED AMOUNT FROM SUMTER COUNTY BOARD OF COUNTY COMMISSIONERS:

AMOUNT OF FUNDS ACCEPTED BY REQUESTING ORGANIZATION:

State of _____

County of _____

Acceptance of funds agreed upon by _____ (Organization Representative) on this
_____ day of _____, 20__.

Representative Signature: _____

Personally Known or produced _____ as identification.

|
|
|
|

(Notary Seal)

Signature of Notary: _____

Date: _____

**EXHIBIT D
REQUEST FOR FUNDS**

EVENT NAME: _____

ORGANIZATION: _____

ADDRESS: _____

CONTACT PERSON: _____

REQUEST PERIOD FROM _____ TO _____

REQUEST# _____

() PARTIAL PAYMENT REQUEST () FINAL PAYMENT REQUEST

TOTAL CONTRACT AMOUNT \$ _____

<u>TYPE OF EXPENSE</u>	<u>BUDGETED</u>	<u>REIMBURSEMENT AMOUNT REQUESTED</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
TOTALS	_____	_____

NOTE: Reimbursement of funds must stay within the confines of the Project Expenses outlined in your application. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment must accompany request for funds. The following will not be accepted for payments: statements in place of invoices; checks or invoices not dated; tear sheets without date, company or organizations name. A tear sheet is required for each ad for each day or month of publication. A proof of an ad will not be accepted.

Each additional request for payment subsequent to the first request, Grantee is required to submit verification in writing that all subcontractors and vendors have been paid for work and materials previously performed or received prior to receipt of any further payments. If project budget has specific categories with set dollar limits, the Grantee is required to include a spreadsheet to show which category each invoice is being paid from and total of category before payment can be made to Grantee. Organizations receiving funding should take into consideration that it could take a maximum of forty-five (45) days for the County to process a check.

Furnishing false information may constitute a violation of applicable State and Federal laws.

CERTIFICATION OF FINANCIAL OFFICER: I certify that the above information is correct based on our official accounting system and records, consistently applied and maintained and that the cost shown have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual cost made during this time period.

SIGNATURE _____ TITLE _____

EXHIBIT E

Sumter County Board of County Commissioners
Tourist Development Tax
5 Yr. Funding Plan

5 Yr. Funding Plan	Actual	-----Budgeted-----				
	FY2010/11	FY2011/12	FY2012/13	FY2013/14	FY2014/15	FY2015/16
Tax Revenue	403,935.27	420,092.68	436,896.39	454,372.24	472,547.13	491,449.02
Interest Income	5,858.04	8,265.89	6,766.81	1,628.79	992.80	582.04
Total Revenue	\$ 409,793.31	\$ 428,358.57	\$ 443,663.20	\$ 456,001.04	\$ 473,539.93	\$ 492,031.06

40% Allocation Category **(Promotion/Advertisement/Single** **Events/Reoccurring Events)**

<i>Promotional Activities</i>	48,958.69	21.24				
Master Plan of Countywide Wayfinding						
Signage	-	12,500.00				
Tourism Website for consolidation of tourism promotion	-	-	50,000.00			
Development of Fishing Quality promotion	-	-	15,000.00	2,000.00	2,000.00	2,000.00
Tourism Website Maintenance	-	-	-	4,000.00	4,000.00	4,000.00
Fish Stocking / Maintenance	-	-	-	10,000.00	10,000.00	10,000.00
<i>Advertisement</i>						
Ads with The Villages media outlet	-	-	10,000.00	10,000.00	10,000.00	10,000.00
Ads with directed tourism (fishing, kayaking/canoeing, birding, shooting)	-	-	10,000.00	10,000.00	10,000.00	10,000.00
<i>Single Events</i>						
Fishing Tournament(s)	-	-	-	10,000.00	10,000.00	10,000.00
Other Sporting Tournament(s) - Soccer/Baseball/Trap & Skeet	-	-	5,000.00	5,000.00	5,000.00	5,000.00
<i>Reoccurring Events Netting Unique Tourism or Heads to Beds</i>						
Dade Battlefield Re-enactment (Unique National History)	7,846.50	-	10,000.00	10,000.00	10,000.00	10,000.00
Bushnell/Center Hill/Webster/Wildwood/Lake Panasoffkee/Royal Festivals	-	-	30,000.00	30,000.00	30,000.00	30,000.00
Webster Farmers Market - Beef and Boogie Event	-	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00
The Villages - Sumter Landing/Brownwood Entertainment	-	-	60,000.00	60,000.00	60,000.00	60,000.00
Agritunity	-	-	5,000.00	5,000.00	5,000.00	5,000.00
Sumter County Fair	-	-	5,000.00	5,000.00	5,000.00	5,000.00
Total Expenditures of Promotion/Advertisement/Single Events/Reoccurring Events	\$ 56,805.19	\$ 22,521.24	\$ 210,000.00	\$ 171,000.00	\$ 171,000.00	\$ 171,000.00

60% Allocation Category (Capital Projects)

Cow Palace (Fairgrounds)	-	316,581.00	400,000.00	-	-	-
Countywide Wayfinding Signage Installation	-	-	40,000.00	110,000.00	-	-
Ag Center (Fairgrounds)	-	-	-	-	100,000.00	130,000.00

Total Expenditures for Capital Tourism Project	\$ -	\$ 316,581.00	\$ 440,000.00	\$ 110,000.00	\$ 100,000.00	\$ 130,000.00
--	------	---------------	---------------	---------------	---------------	---------------

Total Expenditures	\$ 56,805.19	\$ 339,102.24	\$ 650,000.00	\$ 281,000.00	\$ 271,000.00	\$ 301,000.00
--------------------	--------------	---------------	---------------	---------------	---------------	---------------

Revenues over (under) Expenditures	352,988.12	89,256.33	(206,336.80)	175,001.04	202,539.93	191,031.06
------------------------------------	------------	-----------	--------------	------------	------------	------------

Fund Balance

40% of Fund Balance -

Promotional/Advertisements/Single

Events/Reoccurring Events

\$ 551,059.22	\$ 564,240.51	\$ 271,705.79	\$ 170,706.21	\$ 80,722.18	\$ (13,865.40)
---------------	---------------	---------------	---------------	--------------	----------------

60% of Fund Balance - Capital Projects

826,588.83	563,561.63	(240.45)	(5,239.83)	16,284.13	902.76
------------	------------	----------	------------	-----------	--------

Total Fund Balance

\$ 1,377,648.05	\$ 1,127,802.14	\$ 271,465.34	\$ 165,466.38	\$ 97,006.31	\$ (12,962.64)
-----------------	-----------------	---------------	---------------	--------------	----------------